

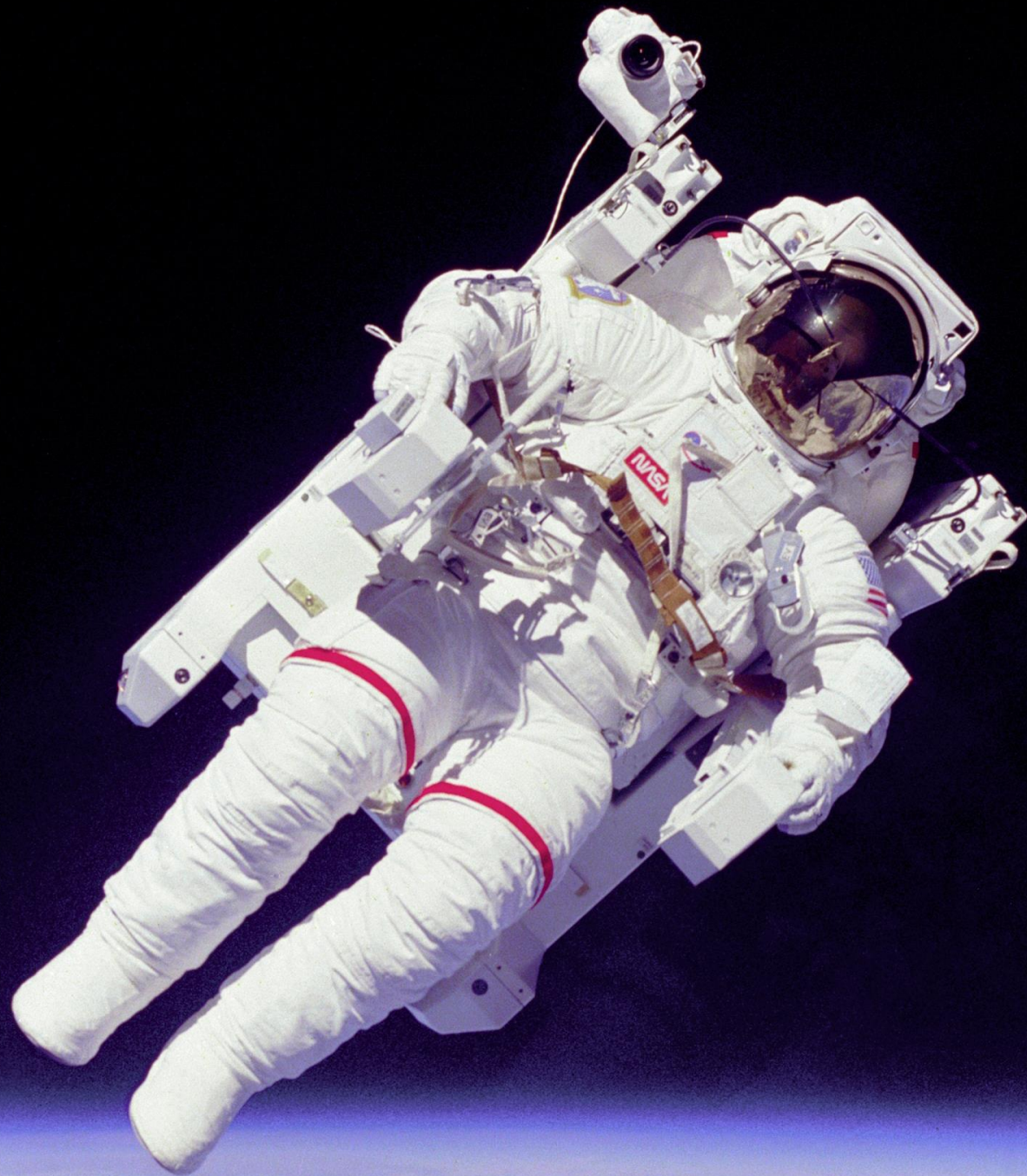


MAJOR GIFTS

Gay Cookson and Andrea Barnes

GLCookson@utah.gov

andrea@andreabarnesglobal.com



NEGATIVE CLICHÉS

Hit up

Begging for
dollars

Beg-a-thons

Queen/King
beggar

NOBLE

**possessing,
characterized by,
or arising from
superiority of mind
or character or of
ideals or morals**





LYNNE TWIST

Helped to Found the Hunger Project

Co-Founder Pacha Mamma Alliance

Author, The Soul of Money



Non-Profits and the arts have a protected status in society because of the good they do

- We teach children
- We preserve our heritage
- We create art and make music
- We enliven our communities
- We challenge the status quo



WHAT IS A MAJOR GIFT?



PROSPECTING FOR MAJOR DONORS



IDENTIFY MAJOR GIFT PROSPECTS

- Start at Home
- Look at Related Causes
- Leverage Your Relationships
- Interaction Opportunities
- Appended Data
- Community Engagement
- Considerations





GETTING THE APPOINTMENT

APPOINTMENT STRATEGIES

- Preparation
- Ready, Set, Call!
- Script
- Setting the Appointment
- Overcoming Objections
- Follow Up
- Considerations

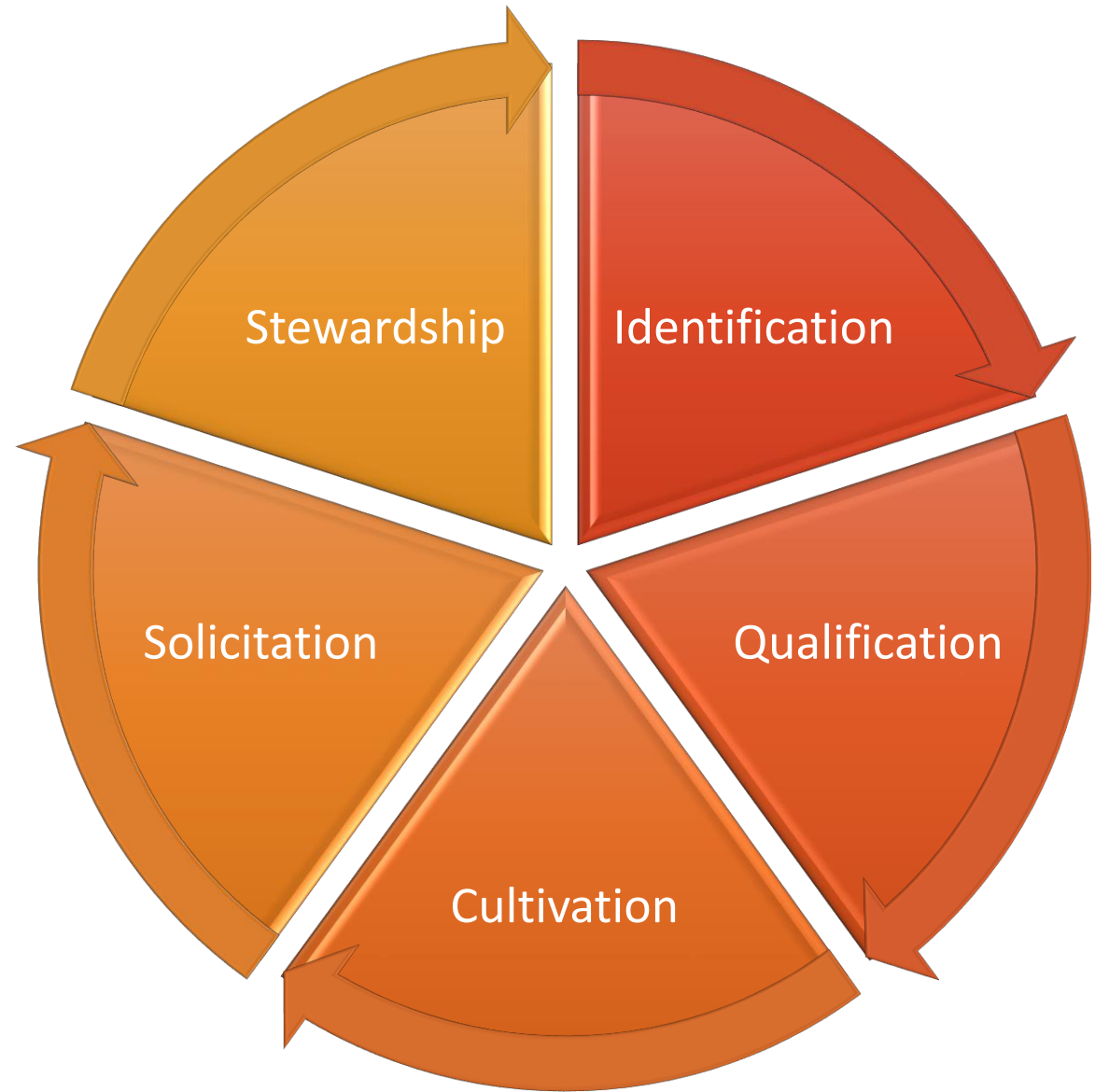


SCRIPT

- Brutally Honest
- Name Drop
- General Advice
- Gay's Tried and True



DONOR CULTIVATION CYCLE



“The purpose of fundraising is not to raise money, but to raise donors. You don’t want gifts, you want givers.”

Kim Klein wrote in *Fundraising for Social Change*



FACING YOUR FEARS



Someone Asked
Community Responsibility
It's the right thing to do
Because they have the resources, they can make the gift
If my friend is giving, I'll give
Peer pressure
Taxes
Life event
Regard for leadership
Personally involved in campaign
Serves as a leader in organization
History of involvement
Motivated by lasting recognition
Legacy

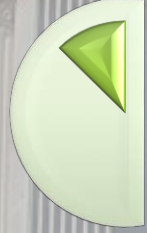
WHY

QUESTIONS YOUR DONOR HAS

- Why me?
- Why are YOU asking me?
- Do I trust and respect you?
- How much do you want
- Will my gift to your organization help me reach my own goals?
- Is it urgent?
- How will I be treated?



THE ASK PART I



Easing Statement



Warm-Up



Case Presentation



Set the next Visit



THE ASK PART II



Warm-up



The compelling case



The ask and purpose



Benefits of gift



Follow-Up

To Receive a Copy of the Slide Deck and to
Have Access to the full Lynne Twist Interview

Text MAJORGIFTS
to
1-678-506-7543

